

**PENGARUH *ONLINE CUSTOMER REVIEWS* DAN  
*CUSTOMER RATINGS* TERHADAP *WILLINGNES TO BUY***

(Survei Kepada Konsumen Produk Makanan di *Market Place* pada Masa Pandemi Covid-19)

**SKRIPSI**

**Diajukan untuk Memenuhi Syarat Ujian Sidang Skripsi Pendidikan  
pada Program Studi Pendidikan Bisnis**



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*ONLINE CONSUMER REVIEW* DAN *ONLINE CONSUMER RATING* TERHADAP *WILLINGNESS TO BUY*

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Sebuah Skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis.

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**LEMBAR PENGESAHAN**

**ANALISIS *ONLINE CUSTOMER REVIEWS* DAN *ONLINE CONSUMER RATING* TERHADAP *WILLINGNESS TO BUY***  
(Survei pada Konsumen Produk Makanan di *Marketplace* pada Masa Pandemic Covid-19)

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## PERNYATAAN KEASLIAN ISI SKRIPSI

Dengan ini menyatakan bahwa skripsi dengan judul “Pengaruh *Online Consumer Review* dan *Online Consumer Rating* terhadap *Willingness to Buy* (Survei pada Konsumen Produk Makanan di *Marketplace* pada Masa Pandemic Covid-19)” beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

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Yang membuat Pernyataan,



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## ABSTRAK

Cindy Maharani Hartono (1702214), **Pengaruh *Online Consumer Review* dan *Credibility* terhadap *Willingness to Buy*** (Suvei pada Konsumen Produk Makanan di *Marketplace* pada masa Pandemic Covid-19 ) dibawah bimbingan Dr. Bambang Widjajanta, MM dan Lisnawati S.Pd., MM.

Salama masa pandemic Covid-19 terjadi peningkatan belanja *online* untuk sejumlah produk terutama produk kesehatan dan produk makanan, *willingness to buy* muncul ketika konsumen memiliki kepercayaan terhadap produk tersebut untuk membangun kepercayaan konsumen pada saat ingin berbelanja *online* konsumen biasanya mempertimbangkan *online consumer review* dan *online consumer rating* yang tersedia di *marketplace* hal tersebut menyediakan informasi mengenai produk dan rekomendasi dari perspektif konsumen. *Willingness to Buy* dapat tercipta melalui *online consumer review* dan *online consumer rating*. Penelitian ini bertujuan untuk memperoleh (1) gambaran *online consumer review*, *online consumer rating* dan *willingness to buy* (2) besarnya pengaruh *online consumer review* dan *online consumer rating* terhadap *willingness to buy* Jenis penelitian yang digunakan adalah deskriptif verifikatif. Metode yang digunakan *purposive sampling* dengan ukuran sampel sebanyak 200 responden. Teknik analisis yang digunakan adalah *Structure Equation Model* (SEM) dengan bantuan *software* dengan bantuan IBM SPSS AMOS versi 26.0 *for Windows*, pengujian hipotesis secara simultan dan parsial dilakukan menggunakan teknik analisis *Structure Equation Model* (SEM). Hasil temuan penelitian ini menunjukkan bahwa gambaran *online consumer review* berada pada kategori cukup baik, *online consumer rating* berada pada kategori cukup baik dan *willingness to buy* berada pada kategori cukup baik.

**Kata kunci** : *Online review*, *Online Rating*, *Belanja Online*

## **ABSTRACT**

*Cindy Maharani Hartono (1702214), **Influence of Online Consumer Review and Credibility on Willingness to Buy** (Survey on Consumers of Food Products in Marketplace during the Covid-19 Pandemic) under the guidance of Dr. Bambang Widjajanta, MM and Lisnawati S.Pd., MM.*

*During the Covid-19 pandemic, there was an increase in shopping online for a number of products, especially health products and food products, willingness to buy arises when consumers have confidence in these products to build consumer confidence when they want to shop online, consumers usually consider online consumer reviews and online consumer ratings. available in the marketplace it provides information about products and recommendations from a consumer perspective. Willingness to Buy can be created through online consumer reviews and online consumer ratings. This study aims to obtain (1) an overview of online consumer reviews online consumer ratings and willingness to buy (2) the magnitude of the influence of online consumer reviews and online consumer rating on willingness to buy. The type of research used is descriptive verification. The method used is purposive sampling with a sample size of 200 respondents. The analysis technique used is Structure Equation Model (SEM) with the help of software with the help of IBM SPSS AMOS version 26.0 for Windows, simultaneous and partial hypothesis testing is carried out using analysis techniques Structure Equation Model (SEM). The findings of this study indicate that the description online consumer review is in the fairly good category, the online consumer rating is in the fairly good category and willingness to buy is in the fairly good category.*

**Keywords:** *Online review, Online Rating, Shopping Online*

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